



ISSUE 2

#64131

Revision #: 0 Date: 10/5/2012

Client: OH- PROTECT YOUR VOTE 2012 Estimate: 2834
Media: TV Description: OH PROTECT YOUR VOTE OCT 6-OCT 9 TV
Product: ISSUE 2 Flight Start Date: 10/6/12 5:00:00 AM
Market: Cincinnati Flight End Date: 10/9/12 4:59:00 AM

Separation between spots: 10

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Days		Total Spots
						Mon 10/8	Tue 10/9	
WKRC-TV								
4	MTuWThF 6:00a-6:30a GD MRN CINN@6	EM	\$1,200.00	\$1,020.00	30	1	1	P1 2
5	MTuWThF 6:00p-6:30p LOCAL 12 NEWS-6<	EN	\$2,500.00	\$2,125.00	30	1	1	P2 2
6	MTuWThF 11:00p-11:35p LATE NEWS	LN	\$2,800.00	\$2,380.00	30	1	1	P2 2
Total Spots:						3	3	6
Total Cost:			\$13,000.00	\$11,050.00				
Total								
OCT 12			\$13,000.00	\$11,050.00	6			

Signature: _____

Disclaimer:



Summary by Station/System

Date: 10/5/2012

Client: OH- PROTECT YOUR VOTE 2012 **Estimate:** 2834
Media: TV **Description:** OH PROTECT YOUR VOTE OCT 6-OCT 9 TV
Product: ISSUE 2 **Flight Start Date:** 10/6/12 5:00:00 AM
Market: Cincinnati **Flight End Date:** 10/9/12 4:59:00 AM

Separation between spots: 10

Station	Total Spots	STN Gross	PCT	STN Net	PCT
WKRC-TV	6	\$13,000.00	100%	\$11,050.00	100%
Market Total:	6	\$13,000.00		\$11,050.00	

CONTRACT

LOCAL 12 Local 12 WKRC-TV
1906 Highland Ave
Cincinnati, OH 45219
(513) 763-5408

www.local12.com

And:

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015

<u>Product</u> 2834 - issue 2		<u>Contract / Revision</u> 64131 /	<u>Alt Order #</u>
<u>Contract Dates</u> 10/08/12 - 10/09/12		<u>Estimate #</u> 2834	
<u>Advertiser</u> Protect Your Vote Ohio		<u>Original Date / Revision</u> 10/05/12 / 10/05/12	
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash	
<u>Station</u> WKRC-TV	<u>Account Executive</u> LSM LSM	<u>Sales Office</u> Cincinnati	
<u>Special Handling</u>			
<u>Demographic</u> Households			
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>	
<u>Agency Ref</u>	<u>Advertiser Ref</u>		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
N 1	WKRC	10/08/12	10/09/12	6a Good Morn Cincinnati	6:00 AM-6:30 AM		:30			P-1		NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:		10/08/12	10/14/12	11-----	2	\$1,200.00	0.00							
N 2	WKRC	10/08/12	10/09/12	6p Local 12 News at 6p	6:00p		:30			P-2		NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:		10/08/12	10/14/12	11-----	2	\$2,500.00	0.00							
N 3	WKRC	10/08/12	10/09/12	11p M-F Local 12 News	11p-1135p		:30			P-2		NM	2	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week:		10/08/12	10/14/12	11-----	2	\$2,800.00	0.00							
Totals										0.00			6	\$13,000.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/09/12	6	\$13,000.00	\$11,050.00
Totals	6	\$13,000.00	\$11,050.00

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)